

## **Privacy Statement - Privacy Policy**

Swiss Remarketing Limited (hereafter referred to as „SwissRemarketing“) respect the privacy of the user (hereafter referred to as “you”) of this websites. SwissRemarketing provides this Privacy Statement to inform you of the applicable regulations and provisions to this websites.

SwissRemarketing has structured his websites so that, in general, you can visit SwissRemarketing on the Web without identifying yourself or revealing any personal information. We make this notice readily available on our home page and at the bottom of every SwissRemarketing websites.

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## **1 Sites covered by this Privacy Statement**

### **SwissRemarketing websites**

This Privacy Statement applies only to SwissRemarketing websites.

### **Links to third-party companies**

The SwissRemarketing websites may provide links to third-party websites for your convenience and information. If you access those links, you will leave the SwissRemarketing website. SwissRemarketing does not control those sites or their privacy practices, which may differ from SwissRemarketing's. SwissRemarketing do not endorse or make any representations about third-party websites. The personal data you choose to give to unrelated third parties is not covered by the SwissRemarketing Privacy Statement. SwissRemarketing encourage you to review the privacy policy of any company before submitting your personal information. Some third-party companies may choose to share their personal data with SwissRemarketing; that sharing is governed by that third-party company's privacy policy.

## **2 Information types**

This Privacy Statement covers personal information, non-personal data collection and aggregate reporting.

### **Personal information**

Information that are associated with your name or personal identity are personal information.

On some SwissRemarketing websites, you can order products or services, request information, subscribe to marketing or support materials, or register yourself. The types of personal information you provide to SwissRemarketing on these pages may include name, address, phone number, e-mail address, user IDs and passwords, billing and transaction information, credit card information, contact preferences, educational and employment background, and others data.

### **Non-personal information**

Data about usage and service operation that is not associated with a specific personal identity are non-personal information. SwissRemarketing collects and analyzes non-personal information to evaluate how visitors use the SwissRemarketing websites.

Non-personal data we collect may include the pages visited on the SwissRemarketing websites, unique URLs<sup>1</sup> visited within swissremarketing.com, browser type and IP<sup>2</sup> address. Most non-personal data is collected via cookies or other analysis technologies. SwissRemarketing websites use cookies and other technologies for data analysis and personalization services. SwissRemarketing also places ads on other websites that may use cookies. Please refer to section 11, "Use of Cookies", for further instructions.

<sup>1</sup> A URL (Uniform Resource Locator) is the global address of documents and other resources on the World Wide Web. For example, <http://www.swissremarketing.com> is the URL for SwissRemarketing's Swiss home page.

<sup>2</sup> An IP address is an identifier for a computer or device on a Transmission Control Protocol/Internet Protocol (TCP/IP) network, such as the World Wide Web. Networks use the TCP/IP protocol to route information based on the IP address of the destination. In other words, an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web, allowing Web servers to locate and identify your computer. Computers require IP addresses in order for users to communicate on the Internet, browse and shop.

## **3 Children's privacy**

SwissRemarketing is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children's online activities and interests. SwissRemarketing does not knowingly collect information from children and SwissRemarketing does not target its websites to children.

#### **4 Utilisation of your information**

SwissRemarketing uses your personal information to provide you with services and to help us better understand your needs and interests. Specifically, SwissRemarketing use your information to help you complete a transaction or order, to communicate with you, to provide service and support, to update you on services and benefits, to personalize promotional offers and to personalize some SwissRemarketing websites. Occasionally SwissRemarketing may also use your information to contact you for market research regarding SwissRemarketing products or services. SwissRemarketing will give you the opportunity to choose your privacy preferences regarding such communications (see section 7, "Privacy preferences and opting out"). Credit card information is used only for payment processing and fraud prevention. Sensitive personal information is collected only to facilitate SwissRemarketing's financial service providers' credit decisions and will be shared with them only with your permission.

Personal data collected online may also be combined with information you provide SwissRemarketing through other sources such as product registration, call centers or public events such as trade shows or seminars.

Personal data given to SwissRemarketing may be transferred across state and country borders for the purposes of data consolidation, storage and simplified customer information management.

Non-personal data is aggregated for reporting about SwissRemarketing website usability, performance and effectiveness. It is used to improve the customer experience, usability and site content.

#### **5 Sharing of your information**

SwissRemarketing will not sell, rent or lease your personal information to others. SwissRemarketing will not share your personal information with third parties except in responding to your requests for products or services. Your permission will be requested when you submit your information. SwissRemarketing shares customer information across SwissRemarketing-owned business entities and companies working on his behalf, but only as described above in section "Utilisation of your information".

SwissRemarketing contracts with third-party service providers and suppliers to deliver complete products, services and customer solutions described in section "Utilisation of your information." Suppliers and service providers are required to keep confidential the information received on behalf of SwissRemarketing and may not use it for any purpose other than to carry out the services they are performing for SwissRemarketing. These service providers may change or we may contract with additional service providers to better accommodate SwissRemarketing customers. SwissRemarketing will not share personal information with any other third parties without your permission, unless required by law enforcement action, subpoena, or local law.

SwissRemarketing or its related entities could merge with or be acquired by another business entity or some or all of their respective assets could be acquired. If such a combination or acquisition occurs, SwissRemarketing will make every reasonable effort to notify you in the event SwissRemarketing share with the merging or acquiring entity some or all of your personal information to continue serving you.

## **6 Personally choice**

SwissRemarketing gives you the choice of receiving a variety of information that complements SwissRemarketing products and services. You can subscribe to receive certain product- and service-specific information and SwissRemarketing-wide marketing communications. SwissRemarketing-wide communications may include new product information, special offers, or an invitation to participate in market research. SwissRemarketing give you a choice regarding delivery of SwissRemarketing-wide communications by postal mail, e-mail and telephone. Please refer to section 7, "Your personally information and third-party companies", for further instructions. SwissRemarketing will make every effort to honour your preferences. This option does not apply to communications for the purpose of administering order completion, contracts, support, product safety warnings or driver updates.

## **7 Privacy preferences and opting out**

### **Non-subscription services**

SwissRemarketing will not use your personal information for a different purpose than the one stated when you provided your data. Examples of unrelated uses include sending communications about special offers, product information, and marketing messages.

Please specify your privacy preferences by writing to [privacy@swissremarketing.com](mailto:privacy@swissremarketing.com) - be sure to provide your name, e-mail and postal address in all correspondence.

### **Subscription services**

To opt-out of receiving communications you have expressly requested (such as e-mail newsletters), use any of the following methods:

1. Select the e-mail "opt-out" or "unsubscribe" link, or follow the opt-out instructions included in each subscription communication.
2. Return to the Web page(s) where you originally registered your preferences and follow the opt-out instructions.
3. Write to [privacy@swissremarketing.com](mailto:privacy@swissremarketing.com) - be sure to provide your name, e-mail and postal address, and relevant information about your subscriptions and registrations

## **8 Your personally information and third-party companies**

Certain SwissRemarketing services are linked with those from unrelated third-party companies, some which offer you the option to share with both SwissRemarketing and the third party personal data you provide. Examples include the ability to register software products from multiple vendors from a single SwissRemarketing Web page, to request communications from SwissRemarketing marketing or solution partners, or to enable order completion through a reseller. SwissRemarketing will not share your personal information with those third-party companies unless you make that choice.

## **9 Access to and accuracy of your information**

SwissRemarketing strives to keep your personal information accurate.

SwissRemarketing have implemented technology, management processes and policies to maintain customer data accuracy. SwissRemarketing will provide you with access to your information, including making reasonable effort to provide you with online access and the opportunity to change your information. To protect your privacy and security, SwissRemarketing will also take reasonable steps to verify your identity, such as a password and user ID, before granting access to your data. Certain areas of SwissRemarketing's websites may limit access to specific individuals through the use of passwords and other personal identifiers.

The most effective way to view and change your personal information is to return to the Web page where you originally submitted your data and follow the instructions on that Web page. SwissRemarketing recommend you to modify your password periodical.

## **10 Security about your personally information**

SwissRemarketing is committed to protecting the information you provide her. To prevent unauthorized access or disclosure, to maintain data accuracy, and to ensure the appropriate use of the information, SwissRemarketing has in place appropriate physical and managerial procedures to safeguard the collected information.

SwissRemarketing use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data such as credit card information. SSL encryption is designed to make the information unreadable by anyone but SwissRemarketing. This security measure is working when you see either the symbol of an unbroken key or closed lock (depending on your browser) on the bottom of your browser window.

Credit card numbers are used only for processing payment and are not used for other purposes. As part of real-time payment processing, SwissRemarketing subscribes to a fraud management service. This service gives you and SwissRemarketing an extra level of security to guard against credit card fraud to protect your financial data.

## **11 Use of Cookies**

SwissRemarketing use partially Cookies in her Web pages and in advertising from third party companies.

### **Cookies**

A "cookie" is a small data file transferred by a website to your computer's hard drive. SwissRemarketing sends cookies when you surf her site, make purchases, request or personalize information, or register yourself for certain services. Accepting the cookies used on SwissRemarketing site does not give us access to your personal information, but we may use the cookies to identify your computer. Cookies are typically classified as either "session" cookies or "permanent" cookies.

"Session" cookies do not stay on your computer after you leave a website or close your browser. The aggregate information collected permits SwissRemarketing to analyze traffic patterns on her site. This can enable SwissRemarketing over time to provide a better experience on her site by improving content or personalization and making the site easier to use.

"Permanent" cookies are those that remain on your computer. They are used to facilitate shopping, personalization and registration services. For example, cookies can keep track of what you have selected to purchase as you continue to shop and allow you to enter your password only once on Web pages where a login is required. "Permanent" cookies can be manually removed by the user.

Most Internet browsers automatically accept cookies by default, but you can usually refuse cookies or selectively accept certain cookies by adjusting the preferences in your browser. If you turn off cookies, there may be some features of Internet site that will not be available to you and some Web pages may not display properly. You can find information on popular browsers and how to adjust your cookie preferences in your user manual or in the help menu of your browser.

### **Third-party media companies**

SwissRemarketing does not post third-party ads on its website. SwissRemarketing may use third-party media companies to place ads for SwissRemarketing products or services on other companies' websites. If you view a Web page where SwissRemarketing ads appear, the online media company may place a cookie or Web beacon on your computer. This allows the online media company to recognize the computer when it is used to return to that site, or to measure advertising response. This data is anonymous and is not linked to personal data on the user's computer or any SwissRemarketing databases. Some SwissRemarketing newsletters delivered on SwissRemarketing's behalf by online media companies use the same technologies. In both cases, this data is also used by the online media company to measure advertising and content interest and relevance. SwissRemarketing does not have access to the data collected by the online media company. To prevent online media companies from placing cookies on your computer, you will need to visit each media company's website and use their cookie removal process or set your browser cookie filter accordingly.

## **12 Change to this statement**

If there are updates to the terms of SwissRemarketing's Online Privacy Statement, SwissRemarketing will post those changes and update the revision date in this document, so you will always know what information is online collected, how it's used, and what choices you have. For material changes to this Statement, SwissRemarketing will provide notification to affected customers.

## **13 Contact**

We value your opinions. If you have comments or questions about this privacy policy, please send them to [privacy@swissremarketing.com](mailto:privacy@swissremarketing.com).

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